

Paul Bruno's The Original Jeeps-The Race To Build America's First Jeeps Now Available at Amazon

Bruno's True Story Details How Three Car Companies Competed To Build America's First All-Terrain Vehicle Launching A Brand That Has Survived 80 Years

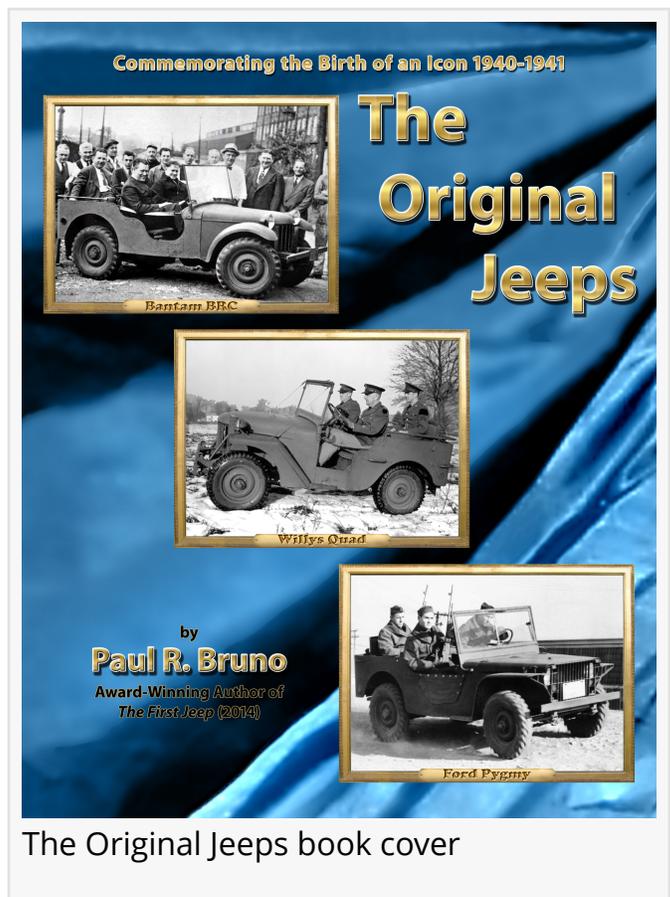
LOS ANGELES, CA, USA, September 14, 2020 /EINPresswire.com/ -- MFM Publishing announces the release of [The Original Jeeps](#), the true story of how three companies competed in 1940 to develop America's first all-terrain, ¼-ton 4x4 vehicle, the Jeep, helping the allies emerge victorious in World War II.

Written by Paul R. Bruno, award winning author of *The First Jeep* (2014), and in conjunction with Publisher Manuel 'Max' Freedman and Editor Steven K. Hoese, *The Original Jeeps* highlights the true story of the challenges, emotions, strategy and competition to design and manufacture America's first ¼-ton 4x4, all-terrain vehicle.

Now available exclusively at [Amazon](#), *The Original Jeeps* focuses on the history of the three competing companies, American Bantam Car Company, Willys-Overland Motors and Ford Motor Company, all in pursuit of the sole-source government contract to build the Jeep. It details the military's plan to replace the mule as a key transport for troops and weaponry across rough terrain, and deals with and expansively quotes the key business, government and military officials involved in the design and decision-making.

Similar to Bruno's *The First Jeep*, *The Original Jeeps* is intensively researched and is full of photos, renderings, direct quotes, timelines and more. It is a highly informative read for any historian, automotive buff, Jeep fan, or World War II enthusiast.

"The 1940-41 era was a bleak time in American history. The country was still in the midst of a recession within the Great Depression. Resources were limited. The German Army rolled out



The Original Jeeps book cover

their powerful Blitzkrieg quick strike capability and had begun to take over Europe,” Bruno said.

“The American military knew war was coming, millions of lives would be at stake, and the future of democracy was hanging in the balance. In order to fight on equal ground the Army realized they had to develop a vehicle for mobile warfare.”

Bruno adds, “What is truly amazing is that three firms produced prototype models, each overcoming unique challenges and circumstances to do so. Anyone who knows anything about manufacturing realizes it took a real production miracle to get that done on very short notice.”

Bruno said he wanted to time the release of the book to the true 80th anniversary of the Jeep vehicle.

“General George C. Marshall called the Jeep ‘America’s greatest contribution to modern warfare.’ President and General Dwight Eisenhower said the Jeep was a key tool that helped win the war. We wanted to salute that accomplishment and highlight the Jeep brand, an American icon that has survived for eight decades and continues to thrive today.”

“

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For more information visit <https://originaljeeps.com> and to purchase a copy visit Amazon <https://amzn.to/3kaDQbM>.

About Paul R. Bruno

Paul Bruno is a highly knowledgeable expert on the earliest history of the origins, design, development and implementation of the iconic Jeep vehicle. He has spent more than 20 years researching, writing and studying early Jeep history. He visited key sites in this story, including the United States National Archives, and combined his

knowledge of project management and history in his first book, Project Management in History: The First Jeep, published in 2014. The Original Jeeps further tells the story of early Jeep history and continues his journey into the depths of this important inspirational work of human ingenuity.

Project Management
in History Series

**THE
FIRST JEEP**

Not all the heroes were on the front lines

Paul R. Bruno, PMP, PgMP

Military Writers Society of America
**SILVER
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Paul R. Bruno's award winning first book
Project Management In History: The First
Jeep book cover

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The Bantam BRC created in just 49 days and celebrated on September 21, 1940

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